

# MIAMI BEACH


City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

OFFICE OF THE CITY MANAGER  
LTC NO. #

**165-2016**

## LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission  
FROM: Jimmy L. Morales, City Manager  
DATE: April 18, 2016  
SUBJECT: Community Satisfaction Survey Update



The purpose of the Letter to Commission is to transmit the updated draft questionnaires for the 2016 Residential and Business Community Satisfaction Surveys. At the last Commission Meeting, held April 13, 2016, item R9I was discussed regarding request for the survey to include information regarding satisfaction with Commission. Based on the feedback received, the following question has been added to both the Resident and Business Community Satisfaction Survey:

*Overall quality of leadership provided by the City's elected officials  
(Very Satisfied – Very Dissatisfied scale)*

The overall lengths of the 2016 drafts are now 126 questions for the Residential Survey and 105 questions for the Business Survey. Additional questions have been added this year regarding resiliency and sustainability. The anticipated administration time for each survey is approximately 15 – 20 minutes.

In 2005, the City formalized the performance-based approach for allocating resources based both on the City's Strategic Plan priorities and on supporting department work plans based on the City's Excellence Model. The City's Excellence Model is a strategic measurement-based model for continuous improvement. It is driven by the City's Vision, with priorities established at the strategic level based on customer input and environmental scan information.

A key component of this process is the Community Satisfaction Survey. The first sets of community surveys were conducted in 2005 and 2007. These were followed by focus groups in 2006 and 2008 to get more in-depth information on issues identified through the surveys. Additional surveys were conducted in 2009, 2012, and 2014.

At the December 9, 2015 Commission meeting, the Commission approved the selection of ETC Institute (ETC) to conduct the 2016 surveys. ETC collaborated with the City to review previous survey questions and compared our questions to neighboring municipalities for benchmarking and trend analysis capabilities. Additionally, all departments and executive staff have had a chance for review and input to ensure both surveys align with our strategic goals. Accordingly, attached for your review, are the final drafts of the Residential and Business survey questionnaires.

Based on the updated survey, administration has scheduled the dissemination of the survey to begin next week, with the results available in June. Historical survey questions and results, from 2005 – 2014, can be found on our website at <http://miamibeachfl.gov/excellence/scroll.aspx?id=18256>.

JLM/KEG/RS  


# MIAMIBEACH City of Miami Beach 2016 Resident Survey

Please have the adult (*age 18 or older*) in your household, who most recently had a birthday, complete this survey. If this person is not able to complete the survey, please have another member of the household complete the survey to ensure the opinions of your household are represented. Your input is an important part of the City's effort to improve City services. When you are finished, please return your completed survey in the postage-paid envelope provided. You may also complete the survey online at [www.miamibeachsurvey.org](http://www.miamibeachsurvey.org).

**1. SATISFACTION WITH CITY SERVICES.** City services provided by the City of Miami Beach are listed below. Please rate each service by circling the number that corresponds to your rating.

Please rate the following City services:		Excellent	Good	Fair	Poor	Don't Know
01.	Cleanliness of streets in your neighborhood	4	3	2	1	9
02.	Cleanliness of streets in business/commercial areas	4	3	2	1	9
03.	Cleanliness of canals/waterways	4	3	2	1	9
04.	Cleanliness and maintenance of public garages	4	3	2	1	9
05.	Cleanliness and maintenance of public restrooms	4	3	2	1	9
06.	Cleanliness and maintenance of public beach restrooms	4	3	2	1	9
07.	Condition of sidewalks ( <i>few or no cracks</i> )	4	3	2	1	9
08.	Adequacy of street lighting in your neighborhood ( <i>sufficient, functioning lights</i> )	4	3	2	1	9
09.	Appearance and maintenance of the City's public buildings	4	3	2	1	9
10.	Overall quality of the beaches ( <i>cleanliness &amp; water quality</i> )	4	3	2	1	9
11.	Quality of City recreation programs	4	3	2	1	9
12.	Amount of City recreation programs	4	3	2	1	9
13.	Variety of City recreation programs	4	3	2	1	9
14.	Quality of City recreational facilities	4	3	2	1	9
15.	Appearance of playgrounds	4	3	2	1	9
16.	Maintenance of rights of way along City streets/public areas	4	3	2	1	9
17.	Garbage/trash collection	4	3	2	1	9
18.	The job the City is doing to address homelessness	4	3	2	1	9
19.	Appearance of City pools	4	3	2	1	9
20.	Condition of City athletic fields	4	3	2	1	9
21.	How easy it is to get information about City services	4	3	2	1	9
22.	Quality of Police services	4	3	2	1	9
23.	Availability of Police in your neighborhood	4	3	2	1	9
24.	Quality of Emergency Medical Services	4	3	2	1	9
25.	Quality of Fire services	4	3	2	1	9
26.	Quality of Ocean Rescue/Lifeguard/Beach Patrol services	4	3	2	1	9
27.	Quality of City's Emergency/Hurricane Preparedness efforts	4	3	2	1	9
28.	Enforcement of codes & ordinances related to the clean-up of litter and debris on private property	4	3	2	1	9
29.	City's efforts to manage stormwater drainage and flooding	4	3	2	1	9
30.	City's performance in addressing the needs of residents, noise, and disturbances during events that attract large crowds to Miami Beach	4	3	2	1	9
31.	Overall quality of customer service provided by the City	4	3	2	1	9
32.	City meeting your expectations with the services provided	4	3	2	1	9

**2. Which FIVE of the City services listed in Question 1 do you think are most important for the City to provide?** [Write-in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_

3. **CULTURE AND TOURISM USAGE.** Please indicate how often you use or visit the following areas or facilities in the City of Miami Beach by circling the corresponding number below:

How frequently do you visit:	More than once per week	About once per week	2-3 times per month	Once per month	Less than once per month	Never
<b>Places in Miami Beach</b>						
01. Ocean Drive	5	4	3	2	1	9
02. Lincoln Road	5	4	3	2	1	9
03. Washington Avenue	5	4	3	2	1	9
04. 71st Street	5	4	3	2	1	9
05. 41st Street	5	4	3	2	1	9
06. Collins Avenue	5	4	3	2	1	9
07. Ocean Terrace	5	4	3	2	1	9
08. South of 5th Street	5	4	3	2	1	9
09. Sunset Harbor	5	4	3	2	1	9
10. Collins between 72nd - 75th	5	4	3	2	1	9
11. Alton Road between 6th - 17th	5	4	3	2	1	9
<b>Facilities in Miami Beach</b>						
12. The Bass Museum of Art	5	4	3	2	1	9
13. Byron Carlye Theater	5	4	3	2	1	9
14. The Fillmore at the Jackie Gleason Theater	5	4	3	2	1	9
15. The Colony Theater	5	4	3	2	1	9
16. The Miami Beach Convention Center	5	4	3	2	1	9
17. North Shore Band Shell	5	4	3	2	1	9

4. **CULTURE AND TOURISM NEEDS.** Please indicate how you feel about the number of the following amenities in the City of Miami Beach by circling the corresponding number below:

How do you feel about the number of the following in Miami Beach:	Way Too Many	Too Many	About Right	Too Few	Way Too Few	Don't Know
1. Museums	5	4	3	2	1	9
2. Cultural activities (e.g. art shows, film festivals, musicals, and live performances)	5	4	3	2	1	9
3. Family friendly activities (e.g. movies in the park, music in the park, etc.)	5	4	3	2	1	9
4. Major events (e.g. boat/home/auto shows, 4th of July celebrations, expositions, food and wine festivals, etc.)	5	4	3	2	1	9
5. Restaurants	5	4	3	2	1	9
6. Bars and nightclubs	5	4	3	2	1	9

5. **FEELING OF SAFETY.** Please rate how safe you feel in the following areas of Miami Beach using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

How Safe do you feel:	Very Safe	Safe	Somewhat Safe	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day?	5	4	3	2	1	9
2. In your neighborhood during the evening/night?	5	4	3	2	1	9
3. In business/commercial areas of the City during the evening/night?	5	4	3	2	1	9
4. In City parks that currently have Park Rangers during park hours (Flamingo, N. Shore Open Space, S. Shore Park)	5	4	3	2	1	9
5. In entertainment areas	5	4	3	2	1	9
6. During special events	5	4	3	2	1	9

**6. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

Please rate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	I am satisfied with the amount of tree canopy coverage	5	4	3	2	1	9
02.	I would like to see more trees in my neighborhood	5	4	3	2	1	9
03.	Recycling, yard waste, and other waste diversion programs have reduced the amount of garbage I place in my trash can	5	4	3	2	1	9
04.	I am informed about local climate change issues	5	4	3	2	1	9
05.	I have observed coastal water level increases	5	4	3	2	1	9
06.	I have observed increased flooding	5	4	3	2	1	9
07.	I have observed increased weather temperatures	5	4	3	2	1	9
08.	I have taken steps to make my house more energy efficient	5	4	3	2	1	9
09.	I have taken steps to make my house more water efficient	5	4	3	2	1	9
10.	My household is prepared with food, water, and other supplies for an emergency, such as a natural disaster	5	4	3	2	1	9
11.	I know where to get information during an emergency	5	4	3	2	1	9
12.	It's easy to obtain permits for sustainable construction (materials, renewable energy, energy & water efficiency) in my neighborhood	5	4	3	2	1	9

**7. PERCEPTIONS OF THE CITY. Please rate your satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall image of the City	5	4	3	2	1	9
02.	City efforts to plan for growth	5	4	3	2	1	9
03.	City regulation of residential development	5	4	3	2	1	9
04.	City regulation of commercial development	5	4	3	2	1	9
05.	City efforts to prepare for the future	5	4	3	2	1	9
06.	City efforts to prepare for disasters	5	4	3	2	1	9
07.	City efforts to prevent crime	5	4	3	2	1	9
08.	Miami Beach trolley	5	4	3	2	1	9
09.	Storm Drainage improvements	5	4	3	2	1	9
10.	Value you receive for the City taxes you pay	5	4	3	2	1	9
11.	Quality of local schools within Miami Beach	5	4	3	2	1	9
12.	Quality of life within the City of Miami Beach	5	4	3	2	1	9
13.	The City of Miami Beach as a place to live	5	4	3	2	1	9
14.	Capital improvement projects that have recently been completed by the City of Miami Beach (e.g. Sunset Harbor Garage, 10th St. surface parking lot, Washington Ave., and the Center Neighborhoods Rights of Way project)	5	4	3	2	1	9
15.	City efforts to be a "green" or sustainable city	5	4	3	2	1	9
16.	Availability of green space near your home	5	4	3	2	1	9
17.	Availability of recycling in public places	5	4	3	2	1	9
18.	Professionalism of City employees who respond to emergencies	5	4	3	2	1	9

**7-2. If you are dissatisfied with LOCAL SCHOOLS (Question 7, #11), why are you dissatisfied?**

**7-3. If you are dissatisfied with MIAMI BEACH TROLLEY (Question 7, #8), please indicate which factors you are dissatisfied with. (Check all that apply.)**

- |                                                                                                   |                                               |
|---------------------------------------------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> (1) Stop Amenities (bus bench, shelter, signage, trash receptacle, etc.) | <input type="checkbox"/> (4) Maintenance      |
| <input type="checkbox"/> (2) Reliability                                                          | <input type="checkbox"/> (5) Customer Service |
| <input type="checkbox"/> (3) Cleanliness                                                          | <input type="checkbox"/> (6) Other: _____     |

**8. Of the following capital improvement project types, which THREE would you select as the most important?**

- |                                                                                         |                                                                   |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> (1) More walking/biking friendly streets, greenways, and paths | <input type="checkbox"/> (5) Bridge improvements                  |
| <input type="checkbox"/> (2) Park improvements, for example neighborhood parks          | <input type="checkbox"/> (6) City facility improvements           |
| <input type="checkbox"/> (3) Water and sewer system improvements                        | <input type="checkbox"/> (7) Stormwater and drainage improvements |
| <input type="checkbox"/> (4) Roadways pavement improvements                             | <input type="checkbox"/> (8) Waterway dredging                    |

**9. Do you support or oppose the City of Miami Beach spending tax dollars to address rising sea levels?** ☐ (1) Support ☐ (2) Oppose ☐ (9) Don't know

**10. CODE ENFORCEMENT. Do you think the level of code enforcement and ordinance established by the City of Miami Beach in your neighborhood is:**

- |                                                                               |                                                                                        |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <input type="checkbox"/> (1) Too much/too restrictive [Answer Question 10-2.] | <input type="checkbox"/> (3) Too little/not restrictive enough [Answer Question 10-2.] |
| <input type="checkbox"/> (2) About right                                      | <input type="checkbox"/> (9) Don't know                                                |

**10-2. If you think the level of code enforcement is "Too much" or "Too little", why do you feel that way?**

\_\_\_\_\_

**11. Do you think the amount of noise in your neighborhood is:**

- |                                             |                                                                              |
|---------------------------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> (1) Way too much   | <input type="checkbox"/> (3) Acceptable/not a problem [Skip to Question 12.] |
| <input type="checkbox"/> (2) A bit too much | <input type="checkbox"/> (9) Don't know [Skip to Question 12.]               |

**11-2. Why do you feel that the amount of noise in your neighborhood is too much?**

\_\_\_\_\_

**12. Can you think of any locations in Miami Beach that need improvements related to litter clean-up, graffiti removal, better code enforcement, homelessness, or anything else? If so, please write the location and the improvement that is needed for up to three locations in the spaces below.**

Location 1 and Reason: \_\_\_\_\_

Location 2 and Reason: \_\_\_\_\_

Location 3 and Reason: \_\_\_\_\_

**13. Do you think historic preservation efforts in the City of Miami Beach have been:**

- |                                                 |                                                                |                                               |
|-------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> (1) Very effective     | <input type="checkbox"/> (3) Neither effective nor ineffective | <input type="checkbox"/> (5) Very ineffective |
| <input type="checkbox"/> (2) Somewhat effective | <input type="checkbox"/> (4) Somewhat ineffective              | <input type="checkbox"/> (9) Don't know       |

**14. TRANSPORTATION. Which of the following is your PRIMARY mode of transportation in Miami Beach?**

- |                                             |                                                    |                                                 |
|---------------------------------------------|----------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> (1) Car/Automobile | <input type="checkbox"/> (3) Biking                | <input type="checkbox"/> (5) Motorcycle/scooter |
| <input type="checkbox"/> (2) Walking        | <input type="checkbox"/> (4) Public transportation | <input type="checkbox"/> (6) Other: _____       |

**15. Do you think the availability of parking in the City of Miami Beach is:**

- |                                         |                                          |                                       |                                         |
|-----------------------------------------|------------------------------------------|---------------------------------------|-----------------------------------------|
| <input type="checkbox"/> (1) Too little | <input type="checkbox"/> (2) About right | <input type="checkbox"/> (3) Too much | <input type="checkbox"/> (9) Don't know |
|-----------------------------------------|------------------------------------------|---------------------------------------|-----------------------------------------|

**16. How would you rate traffic flow in the City of Miami Beach?**

- |                                        |                                   |                                   |                                   |                                         |
|----------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------------|
| <input type="checkbox"/> (1) Excellent | <input type="checkbox"/> (2) Good | <input type="checkbox"/> (3) Fair | <input type="checkbox"/> (4) Poor | <input type="checkbox"/> (9) Don't know |
|----------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------------|

17. Which of the following types of transportation would you consider using as an alternative to taking a car? (Check all that apply.)

\_\_\_\_(1) Local bus circulators    \_\_\_\_ (3) Express bus to mainland    \_\_\_\_ (5) Light Rail/Modern Street Car    \_\_\_\_ (9) Don't know  
 \_\_\_\_ (2) Trolley car    \_\_\_\_ (4) Bicycles    \_\_\_\_ (6) Other: \_\_\_\_\_

17-2. Does anyone in your household regularly ride a bicycle?    \_\_\_\_ (1) Yes    \_\_\_\_ (2) No

17-3. Rate the level of bicycle safety in the City of Miami Beach:

\_\_\_\_ (1) Very Safe    \_\_\_\_ (2) Safe    \_\_\_\_ (3) Unsafe    \_\_\_\_ (4) Very Unsafe    \_\_\_\_ (9) Don't know

18. How would you describe the availability of bicycle paths/lanes throughout the City of Miami Beach? Would you say:

\_\_\_\_ (1) There are too many    \_\_\_\_ (2) The number is about right    \_\_\_\_ (3) There are too few    \_\_\_\_ (9) Don't know

19. Please check each item you would be willing to support the development of with regard to the City significantly reducing the number of on-street parking spaces on main streets in Miami Beach.

\_\_\_\_ (1) Bike lanes    \_\_\_\_ (4) Wider sidewalks    \_\_\_\_ (7) Rapid transit or express train  
 \_\_\_\_ (2) Bus lanes    \_\_\_\_ (5) More shade trees/landscaping    \_\_\_\_ (8) None of these  
 \_\_\_\_ (3) Trolley cars    \_\_\_\_ (6) More lanes for vehicle (cars)    \_\_\_\_ (9) Don't know

20. **COMMUNICATION.** Which source do you normally utilize to obtain information about City government, issues, and events? (Check all that apply.)

\_\_\_\_ (01) MB Magazine    \_\_\_\_ (07) Radio (1670am)  
 \_\_\_\_ (02) MBTV (City's TV Government channel)    \_\_\_\_ (08) Forums/workshops/meetings  
 \_\_\_\_ (03) Twitter    \_\_\_\_ (09) City's E-Gov app  
 \_\_\_\_ (04) Facebook    \_\_\_\_ (10) Other news media: \_\_\_\_\_  
 \_\_\_\_ (05) City Website ([www.miamibeachfl.gov](http://www.miamibeachfl.gov))    \_\_\_\_ (11) Via HOA's or other civic groups: \_\_\_\_\_  
 \_\_\_\_ (06) City e-mail news

21. How useful is the information that the City of Miami Beach sends to you about City programs, activities, policies and events?

\_\_\_\_ (1) Very useful    \_\_\_\_ (2) Somewhat useful    \_\_\_\_ (3) Not useful at all    \_\_\_\_ (9) Don't know

22. **POLICE COMMUNICATION.** In the past 6 months please indicate if you have accessed any of the Police Department's following social media platforms.

\_\_\_\_ (1) Twitter    \_\_\_\_ (2) Facebook    \_\_\_\_ (3) Have not accessed [Skip to Question 23.]

22-2. How useful is the information provided by the City of Miami Beach Police Department's social media platforms?

\_\_\_\_ (1) Very useful    \_\_\_\_ (2) Somewhat useful    \_\_\_\_ (3) Not useful at all    \_\_\_\_ (9) Don't know

23. Please rate your satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	MB Magazine	5	4	3	2	1	9
2.	MBTV (City's government channel)	5	4	3	2	1	9
3.	Social Media engagement (Twitter, Facebook)	5	4	3	2	1	9
4.	Website	5	4	3	2	1	9
5.	E-mail news	5	4	3	2	1	9
6.	E-Gov app	5	4	3	2	1	9

24. **CUSTOMER SERVICE.** During the last 12 months, how many times have you personally contacted (either by phone, in-person, or electronically) the City of Miami Beach government with a question, service request or complaint?

\_\_\_\_\_ times [If more than "0" times, answer Question 24-2.]

**24-2. What was the reason for your most recent contact?**

- ☐ (1) Pay a bill                      ☐ (4) Pull a building permit/plan review                      ☐ (7) Other: \_\_\_\_\_  
☐ (2) Visit an elected official                      ☐ (5) Attend a program/event                      ☐ (8) Don't remember  
☐ (3) Research an issue                      ☐ (6) File a complaint

25. **If you needed to contact the City, which of the following methods would you likely use first?**

- ☐ (1) Phone                      ☐ (4) Attend a community meeting                      ☐ (7) Other: \_\_\_\_\_  
☐ (2) Send e-mail                      ☐ (5) Social media                      ☐ (9) Don't know  
☐ (3) Contact a commissioner                      ☐ (6) Visit City Hall or a department office

26. **Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees. [If you have not interacted with City employees, select "Don't Know".]**

Please rate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The City of Miami Beach government is open and interested in hearing the concerns or issues of residents	5	4	3	2	1	9
2.	It is easy to get a hold of someone at the City who can help you	5	4	3	2	1	9
3.	City employees are courteous and professional	5	4	3	2	1	9
4.	City employees have had the proper training	5	4	3	2	1	9
5.	City employees possess the proper knowledge	5	4	3	2	1	9

27. **How satisfied are you with the overall quality of leadership provided by the City's elected officials?**

- ☐ (5) Very satisfied                      ☐ (3) Neutral                      ☐ (1) Very dissatisfied  
☐ (4) Satisfied                      ☐ (2) Dissatisfied                      ☐ (9) Don't know

28. **Which of the following best describes the way the tourism industry in Miami Beach affects the quality of life in the City?**

- ☐ (1) Adds to the quality of life in the City                      ☐ (3) Detracts from the quality of life in the City  
☐ (2) Neither adds nor detracts from the quality of life in the City                      ☐ (9) Don't know

29. **Think for a moment about whether you would recommend the City of Miami Beach to family and friends as a place to live. Would you:**

- ☐ (1) Definitely recommend [Answer Question 29-2.]                      ☐ (3) Probably not recommend                      ☐ (9) Don't know  
☐ (2) Probably recommend [Answer Question 29-2.]                      ☐ (4) Definitely not recommend

**29-2. Why would you recommend your friends or family to move to Miami Beach?**

\_\_\_\_\_

30. **What changes would you like to see in Miami Beach that would make the City a better place for you and your family to live, work, play, or visit?**

\_\_\_\_\_

\_\_\_\_\_

## DEMOGRAPHICS

- D1. Are you of Hispanic origin?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No
- D2. In which country were you born?** \_\_\_\_\_
- D3. Which of the following best describes your race?**  
\_\_\_\_ (1) African American/Black \_\_\_\_ (3) Asian, Hawaiian/Other Pacific Islander \_\_\_\_ (5) Other: \_\_\_\_\_  
\_\_\_\_ (2) American Indian or Alaska Native \_\_\_\_ (4) White
- D4. In what type of residence do you live?**  
\_\_\_\_ (1) Single family home \_\_\_\_ (3) Multi-family complex  
\_\_\_\_ (2) Townhome or Condominium \_\_\_\_ (4) Other: \_\_\_\_\_
- D5. Do you own or rent your current residence?** \_\_\_\_ (1) Own \_\_\_\_ (2) Rent
- D6. Approximately how many years have you lived in the City of Miami Beach?** \_\_\_\_\_ years
- D7. What is your age?** \_\_\_\_\_ years
- D8. What is the combined annual income of all members of your household from all sources before taxes?**  
\_\_\_\_ (1) Under \$35,000 \_\_\_\_ (3) \$75,000 to \$99,999 \_\_\_\_ (5) \$150,000 or more  
\_\_\_\_ (2) \$35,000 to \$74,999 \_\_\_\_ (4) \$100,000 to \$149,999
- D9. What is the primary language spoken in your home?**  
\_\_\_\_ (1) Spanish \_\_\_\_ (2) English \_\_\_\_ (3) Other: \_\_\_\_\_
- D10. Do you have children in public school (grades K-12)?** \_\_\_\_ (1) Yes [Answer Question 10-2.] \_\_\_\_ (2) No
- D10-2. What level of public school does your child/children attend? (Check all that apply.)**  
\_\_\_\_ (1) Elementary \_\_\_\_ (2) Middle school \_\_\_\_ (3) High school \_\_\_\_ (9) Don't know
- D11. Which of the following BEST describes your household?**  
\_\_\_\_ (1) Single, live alone, single live with roommate or partner \_\_\_\_ (5) Married with children  
\_\_\_\_ (2) Single live with domestic partner no children \_\_\_\_ (6) Divorced or separated no children  
\_\_\_\_ (3) Single live with domestic partner and children \_\_\_\_ (7) Divorced or separated with children  
\_\_\_\_ (4) Married no children \_\_\_\_ (8) Prefer not to provide
- D12. On average, how many months per year do you live in Miami Beach?** \_\_\_\_\_ months
- D13. Your gender:** \_\_\_\_ (1) Male \_\_\_\_ (2) Female

**This concludes the survey – Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you!



# MIAMIBEACH City of Miami Beach 2016 Business Survey

Please take few minutes to complete this important survey. Your input will help the City of Miami Beach serve the needs of businesses better. When you are finished, please return your completed survey in the postage-paid envelope provided. You may also complete the survey online at [www.MBSurvey.org](http://www.MBSurvey.org). Thank You!

1. **SATISFACTION WITH CITY SERVICES.** City services provided by the City of Miami Beach are listed below. Please rate each service by circling the number to the right that corresponds to your rating.

Please rate the following city services:		Excellent	Good	Fair	Poor	Don't Know
01.	Cleanliness of streets near your business	4	3	2	1	9
02.	Cleanliness of streets in business/commercial areas	4	3	2	1	9
03.	Cleanliness of canals/waterways	4	3	2	1	9
04.	Condition of sidewalks ( <i>few or no cracks</i> )	4	3	2	1	9
05.	Appearance and maintenance of the City's public buildings	4	3	2	1	9
06.	Overall quality of the beaches ( <i>cleanliness &amp; water quality</i> )	4	3	2	1	9
07.	Maintenance of parks ( <i>e.g. cleanliness, landscape maintenance</i> )	4	3	2	1	9
08.	Landscape maintenance in right of way of city streets/public areas	4	3	2	1	9
09.	Garbage/trash collection	4	3	2	1	9
10.	The job the City is doing to address homelessness	4	3	2	1	9
11.	Police services	4	3	2	1	9
12.	Emergency medical services	4	3	2	1	9
13.	Fire services	4	3	2	1	9
14.	Ocean rescue/lifeguard/beach patrol services	4	3	2	1	9
15.	City's emergency/hurricane preparedness efforts	4	3	2	1	9
16.	City's efforts to manage stormwater drainage and flooding	4	3	2	1	9
17.	Condition of City roads in Miami Beach ( <i>street repair maintenance and smoothness</i> )	4	3	2	1	9
18.	Overall quality of customer service provided by the city	4	3	2	1	9
19.	City efforts to keep businesses informed	4	3	2	1	9

2. **Which FIVE of the city services listed above do you think are most important for the City to provide?** [Write-in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_

3. **During the past 12 months, how many times has your establishment been inspected?** (e.g. for site plans, license, solicitation, signage, sanitation, property maintenance, zoning, noise, etc.)

\_\_\_\_\_ times [If you have not been inspected, skip to Question 4.]

**3-2. How satisfied are you with the consistency and fairness of City inspections?**

\_\_\_\_(5) Very satisfied      \_\_\_\_ (3) Neither satisfied nor dissatisfied      \_\_\_\_ (1) Very dissatisfied  
 \_\_\_\_ (4) Satisfied      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (9) Don't know

4. **PLANNING DEPARTMENT.** During the past 3 years, how many times have you contacted or had any direct experience with the Miami Beach Planning Department?

\_\_\_\_\_ times [If you have not been inspected, skip to Question 5.]

- 4-2. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree" based on your experience interacting with the Planning Department over the past three years.

Please rate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	It was easy to get a hold of someone who could help you in the Planning Department	5	4	3	2	1	9
2.	The employees who assisted me were courteous and professional	5	4	3	2	1	9
3.	Planning Department employees have had the proper training	5	4	3	2	1	9
4.	Planning Department employees possess the proper knowledge	5	4	3	2	1	9
5.	The overall experience I had with the City Planning Department was good	5	4	3	2	1	9
6.	The inspections by the Planning Department are consistent from one inspection to the next	5	4	3	2	1	9
7.	The inspections by the Planning Department are fair	5	4	3	2	1	9
8.	The Planning Department is open and interested in hearing the concerns or issues of businesses	5	4	3	2	1	9

5. **BUILDING DEPARTMENT.** During the past 3 years how many times have you contacted or had any direct experience with the Miami Beach Building Department?

\_\_\_\_\_ times [If you have not been inspected, skip to Question 6.]

- 5-2. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree" based on your experience interacting with the Building Department over the past three years.

Please rate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	It was easy to get a hold of someone who could help you in the Building Department	5	4	3	2	1	9
02.	I was served in a timely manner	5	4	3	2	1	9
03.	I am satisfied with the level of service I received during my last permit application process with the Building Department	5	4	3	2	1	9
04.	The employees who assisted me were courteous and professional	5	4	3	2	1	9
05.	Building Department employees have had the proper training	5	4	3	2	1	9
06.	Building Department employees possess the proper knowledge	5	4	3	2	1	9
07.	The overall experience I had with the City Building Department was good	5	4	3	2	1	9
08.	The inspections by the Building Department are consistent from one inspection to the next	5	4	3	2	1	9
09.	The inspections by the Building Department are fair	5	4	3	2	1	9
10.	The Building Department is open and interested in hearing the concerns or issues of businesses	5	4	3	2	1	9

6. **FIRE DEPARTMENT.** During the past 3 years how many times have you contacted or had any direct experience with the Miami Beach Fire Department?

\_\_\_\_\_ times [If you have not been inspected, skip to Question 7.]

- 6-2. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree" based on your experience interacting with the Fire Department over the past three years.

Please rate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	It was easy to get a hold of someone who could help you in the Fire Department	5	4	3	2	1	9
2.	The employees who assisted me were courteous and professional	5	4	3	2	1	9
3.	Fire Department employees have had the proper training	5	4	3	2	1	9
4.	Fire Department employees possess the proper knowledge	5	4	3	2	1	9
5.	The overall experience I had with the City Fire Department was good	5	4	3	2	1	9
6.	The inspections by the Fire Department are consistent from one inspection to the next	5	4	3	2	1	9
7.	The inspections by the Fire Department are fair	5	4	3	2	1	9
8.	The Fire Department is open and interested in hearing the concerns or issues of businesses	5	4	3	2	1	9

7. **CULTURE AND TOURISM NEEDS.** Please indicate how you feel about the number of following amenities in the City of Miami Beach by circling the corresponding number below.

How do you feel about the number of the following in Miami Beach:		Way Too Many	Too Many	About Right	Too Few	Way Too Few	Don't Know
1.	Museums	5	4	3	2	1	9
2.	Cultural activities (such as art shows, film festivals, musicals, and live performances)	5	4	3	2	1	9
3.	Family friendly activities (such as movies in the park, music in the park, etc.)	5	4	3	2	1	9
4.	Major events (such as boat/home/auto shows, 4th of July celebrations, expositions, food and wine festivals, etc.)	5	4	3	2	1	9
5.	Restaurants	5	4	3	2	1	9
6.	Bars and nightclubs	5	4	3	2	1	9

8. Do you think the Miami Beach Convention Center adds to the success of your business?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

9. Do you think the tourism industry in Miami Beach adds to the success of your business?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

10. **FEELING OF SAFETY.** Please rate how safe you and your employees feel in the following areas of Miami Beach using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

How Safe do you feel:		Very Safe	Safe	Somewhat Safe	Unsafe	Very Unsafe	Don't Know
1.	In and around your place of business during the daytime?	5	4	3	2	1	9
2.	In and around your place of business during the evening/night?	5	4	3	2	1	9

11. **STREET LIGHTING.** Do you think the amount of street lighting near your business is:

\_\_\_\_(1) Too much/too bright      \_\_\_\_ (2) About right      \_\_\_\_ (3) Too little/too dark      \_\_\_\_ (9) Don't know

12. **PERCEPTIONS OF THE CITY.** Please rate your satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Value you receive for the City taxes your business pays	5	4	3	2	1	9
2. The overall quality of services provided by the City of Miami Beach	5	4	3	2	1	9
3. The City meeting your expectations with the services provided	5	4	3	2	1	9
4. City efforts to be a "green" or sustainable city	5	4	3	2	1	9
5. Stormwater Drainage	5	4	3	2	1	9
6. City regulation of residential development	5	4	3	2	1	9
7. City regulation of commercial development	5	4	3	2	1	9

13. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

Please rate your level of agreement with the following statements:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Sustainability and Resiliency are important to my business	5	4	3	2	1	9
2. I am informed about local climate change issues	5	4	3	2	1	9
3. I have observed coastal water level increases	5	4	3	2	1	9
4. I have observed increased flooding	5	4	3	2	1	9
5. I have observed increase water temperatures	5	4	3	2	1	9
6. I have taken steps to make my business more energy efficient	5	4	3	2	1	9
7. I have taken steps to make my business more water efficient	5	4	3	2	1	9

14. **CODE ENFORCEMENT.** Do you think the level of code enforcement and ordinance established by the City of Miami Beach near your business is:

\_\_\_\_(1) Too much/too restrictive    \_\_\_\_ (2) About right    \_\_\_\_ (3) Too little/not restrictive enough    \_\_\_\_ (9) Don't know

15. Do you support or oppose the City of Miami Beach spending tax dollars to address rising sea levels?

\_\_\_\_ (1) Support    \_\_\_\_ (2) Oppose    \_\_\_\_ (9) Don't know

16. Do you think historic preservation efforts in the City of Miami Beach have been:

\_\_\_\_ (5) Very effective    \_\_\_\_ (3) Neither effective nor ineffective    \_\_\_\_ (1) Very ineffective  
 \_\_\_\_ (4) Somewhat effective    \_\_\_\_ (2) Somewhat ineffective    \_\_\_\_ (9) Don't know

17. **PUBLIC TRANSIT.** Over the past 12 months, how would you rate the overall effectiveness of the public transit system that serves the City of Miami Beach?

\_\_\_\_ (4) Excellent    \_\_\_\_ (3) Good    \_\_\_\_ (2) Fair    \_\_\_\_ (1) Poor    \_\_\_\_ (9) Don't know

18. Over the past 12 months, how would you rate effectiveness of the public transit in bringing employees to your business?

\_\_\_\_ (4) Excellent    \_\_\_\_ (3) Good    \_\_\_\_ (2) Fair    \_\_\_\_ (1) Poor    \_\_\_\_ (9) Don't know

19. Which of the following has your business done to provide additional transit options for your employees? (Check all that apply.)

\_\_\_\_ (1) Provide free or subsidized parking spots    \_\_\_\_ (3) Coordinate carpool(s)    \_\_\_\_ (5) None at this time  
 \_\_\_\_ (2) Encourage public transit use    \_\_\_\_ (4) Other: \_\_\_\_\_

20. Which of the following best describe the availability of public and private parking for your customers?

- ☐ (1) There are almost always parking places nearby      ☐ (4) There are almost never parking places nearby  
☐ (2) There are often parking spaces nearby      ☐ (9) Don't know  
☐ (3) There are seldom parking places nearby

21. **COMMUNICATION.** Which source do you utilize to obtain information about city government, issues, and events? (Check all that apply.)

- ☐ (1) MB Magazine      ☐ (7) Radio (1670am)  
☐ (2) MBTV (City's TV Government channel)      ☐ (8) Forums/workshops/meetings  
☐ (3) Twitter      ☐ (9) City's E-Gov app  
☐ (4) Facebook      ☐ (10) Other news media: \_\_\_\_\_  
☐ (5) City Website ([www.miamibeachfl.gov](http://www.miamibeachfl.gov))      ☐ (11) HOA's or other civic groups: \_\_\_\_\_  
☐ (6) City e-mail news

22. How useful is the information that the City of Miami Beach sends to you about city programs, activities, policies and events?

- ☐ (1) Very useful      ☐ (2) Somewhat useful      ☐ (3) Not useful at all      ☐ (9) Don't know

23. **POLICE COMMUNICATION.** In the past 6 months please indicate if you have accessed any of the Police Department's social media platforms:

- ☐ (1) Twitter      ☐ (2) Facebook      ☐ (3) Have not accessed [Skip to Question 24.]

23-2. How useful is the information the City of Miami Beach Police Department's social media platform(s) provide?

- ☐ (1) Very useful      ☐ (2) Somewhat useful      ☐ (3) Not useful at all      ☐ (9) Don't know

24. Please rate your satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. MB Magazine	5	4	3	2	1	9
2. MBTV (City's government channel)	5	4	3	2	1	9
3. Social Media engagement (Twitter, Facebook)	5	4	3	2	1	9
4. Website	5	4	3	2	1	9
5. E-mail news	5	4	3	2	1	9
6. E-Gov app	5	4	3	2	1	9

25. **CUSTOMER SERVICE.** During the last 12 months, how many times have you personally contacted, either by phone, in-person or electronically the City of Miami Beach government with a question, service request or complaint?

\_\_\_\_\_ times [If more than "0" times, answer Question 25-2.]

25-2. What was the reason for your most recent contact?

- ☐ (1) Pay a bill      ☐ (4) Pull a building permit/plan review      ☐ (7) Other: \_\_\_\_\_  
☐ (2) Visit an elected official      ☐ (5) Attend a program/event      ☐ (8) Don't remember  
☐ (3) Research an issue      ☐ (6) File a complaint

**26. CITY INTERACTION WITH RESIDENTS.** Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees.

Please rate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The city of Miami Beach government is open and interested in hearing the concerns or issues of residents	5	4	3	2	1	9
2.	It is easy to get a hold of someone at the City who can help you	5	4	3	2	1	9
3.	City employees are courteous and professional	5	4	3	2	1	9
4.	City employees have had the proper training	5	4	3	2	1	9
5.	City employees possess the proper knowledge	5	4	3	2	1	9
6.	During my most recent contact with the City, I found the process to be user-friendly and easy to understand	5	4	3	2	1	9
7.	During my most recent contact with the City, the requests made by my business were processed in a timely manner	5	4	3	2	1	9
8.	During my most recent contact with the City, overall I was satisfied with the experience I had contacting the City	5	4	3	2	1	9

**27. How satisfied are you with the overall quality of leadership provided by the City's elected officials?**

\_\_\_\_ (5) Very satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Very dissatisfied  
 \_\_\_\_ (4) Satisfied      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (9) Don't know

**28. What is the primary reason your business originally decided to locate in Miami Beach?**

---

**29. Compared to all you know or have heard about operating a business in other cities, how would you rate Miami Beach as a place to run a business?**

\_\_\_\_ (1) Better      \_\_\_\_ (2) About the Same      \_\_\_\_ (3) Worse      \_\_\_\_ (9) Don't Know

**30. Compared to previous years, how you would currently rate the City of Miami Beach as a place to do business?**

\_\_\_\_ (1) Gotten Better      \_\_\_\_ (2) About the Same      \_\_\_\_ (3) Gotten Worse      \_\_\_\_ (9) Don't Know

**31. Think for a moment about whether you would recommend the City of Miami Beach to others as a place to run a business. Would you:**

\_\_\_\_ (1) Definitely recommend [Answer Question 31-2.]      \_\_\_\_ (3) Probably not recommend      \_\_\_\_ (9) Don't know  
 \_\_\_\_ (2) Probably recommend [Answer Question 31-2.]      \_\_\_\_ (4) Definitely not recommend

**31-2. Why would you recommend other businesses to open an office in Miami Beach?**

---



---

**32. What do you think will be the most important challenge for your business in Miami Beach over the next several years?**

---



---

**33. What is ONE thing the City of Miami Beach could do to help your business succeed?**

---

## DEMOGRAPHICS

**D1. Are you an owner or manager at your business?**

\_\_\_\_ (1) Yes      \_\_\_\_ (2) No [What is your role? \_\_\_\_\_]

**D2. How long has your business been in the City of Miami Beach?** \_\_\_\_\_ years

**D3. Approximately how many full-time employees does your business currently have?**

\_\_\_\_\_ employees

**D4. Approximately how many part-time employees does your business currently have?**

\_\_\_\_\_ employees

**D5. On average, what is the annual gross sales/revenue of your business?** \$\_\_\_\_\_ per year

**D6. How many locations do you have inside the City of Miami Beach?** \_\_\_\_\_ locations

**D7. How many locations do you have outside the City of Miami Beach?** \_\_\_\_\_ locations

**D8. What type of business is your establishment?**

\_\_\_\_ (01) Manufacturing

\_\_\_\_ (02) Finance/insurance

\_\_\_\_ (03) Administrative and support services

\_\_\_\_ (04) Wholesaler/distributor

\_\_\_\_ (05) Retail trade

\_\_\_\_ (06) Accommodation and food services

\_\_\_\_ (07) Health care/medical/social services

\_\_\_\_ (08) Transportation/warehousing

\_\_\_\_ (09) Professional, scientific/technical services

\_\_\_\_ (10) Real estate and rental and leasing

\_\_\_\_ (99) Other: \_\_\_\_\_

**This concludes the survey – Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.